



Braddock West

A Catalytic Gateway to the Braddock Neighborhood



Our Team



The Site



Vision



Next Steps

We're excited to be working with you!

Headquartered in Arlington, VA, CRC is a national real estate development and investment firm with 28 years of experience completing purpose-driven ventures including residential, retail, mixed-use, and public-private partnerships.

Our reputation is built on superior execution across every stage of development.



ENTITLEMENTS



CONSTRUCTION

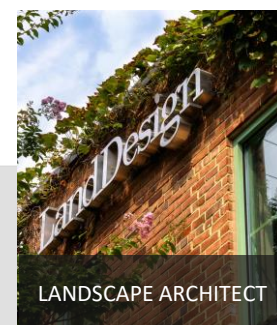
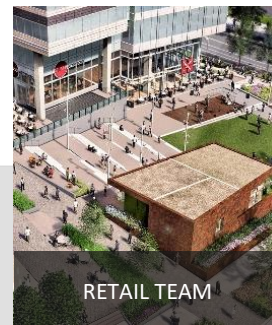
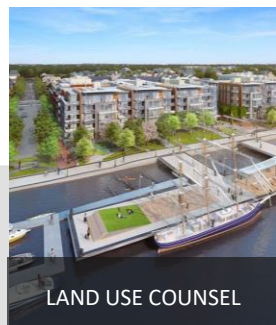


PRODUCT
DEVELOPMENT



ASSET
MANAGEMENT

We have partnered with local professionals who are committed to improving Alexandria



Arlington, VA

\$7 Billion in public and private work

3+ companies headquartered in Arlington

McGUIREWOODS

Fairfax, VA

Approvals include:

- Old Town Commons
- Robinson Landing
- 2000 N. Beauregard

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Alexandria, VA

Award-winning local architect

Designed:
Gables Old Town North
Royal St Bus Garage



Bethesda, MD

Strong track record of visioning, creating and enhancing places

LandDesign

Alexandria, VA

40 years of award-winning urban design.

Designed:
Potomac Yard
Braddock Gateway

We rely on active civic engagement to enhance programming & design: **The Ten**



Multiyear engagement with various stakeholders yielded community and County feedback

- Concern that façade design would accentuate building size
- Preference to see 10th street activated with retail
- Desire for common space design and programming that minimizes effect of noise and light on neighbors
- Need for affordable housing



Ashton Heights
Civic Association



Project features satisfy community needs...

- First LEED® Platinum apt building in Arlington
- 8 live/work units on the community's ground floor successfully cater to local entrepreneurs
- Provides affordable housing for local families
- Partnerships with 20+ local businesses



...and received local and national recognition

2019 NAHB Best Example of Green Building Concepts

2018 ULI Trends Award: Excellence in Housing

2017 DESIGNArlington Merit Award

...plus 24 more awards



Our Team



The Site

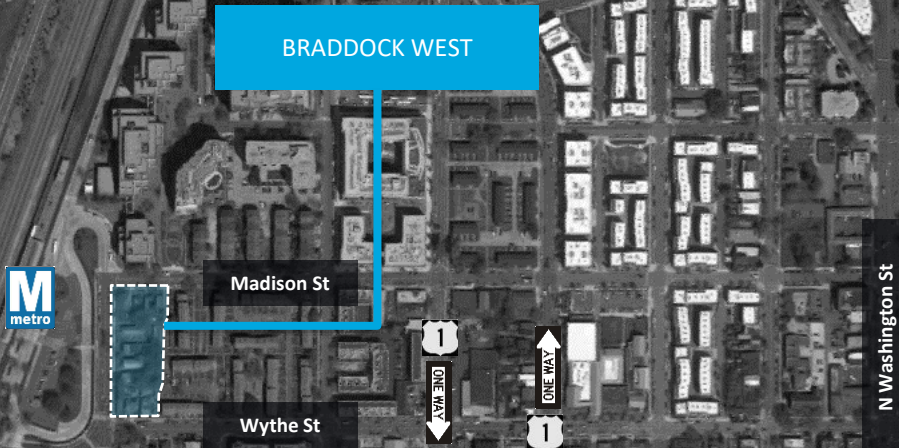


Vision

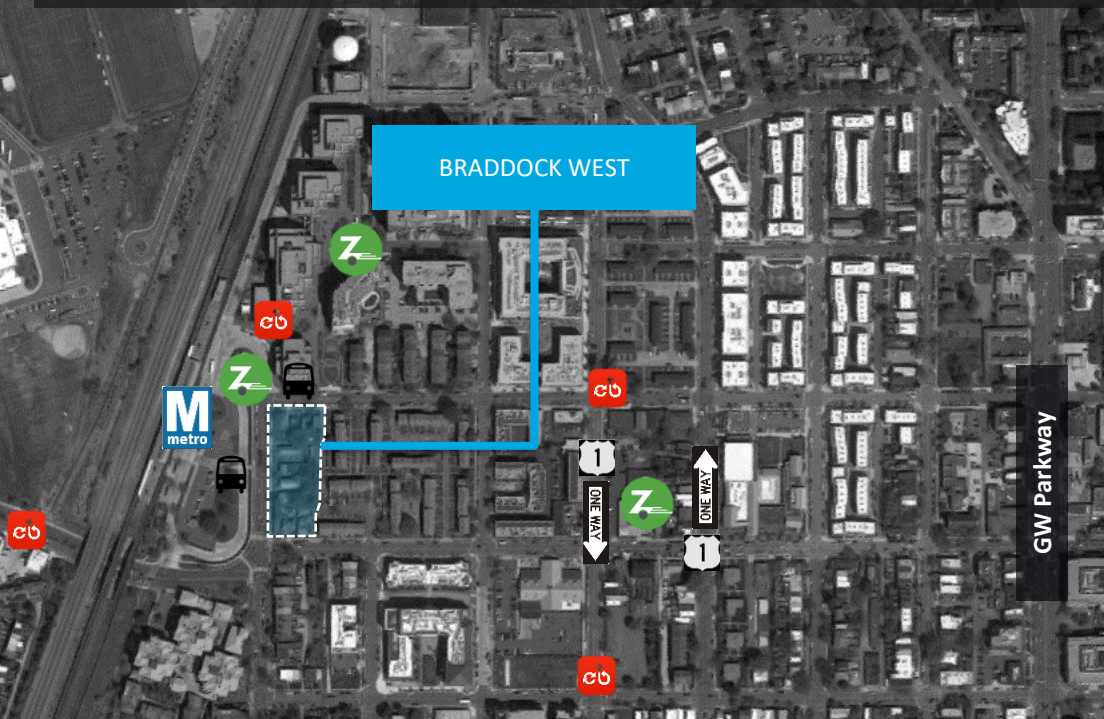


Next Steps

Braddock West will create a vibrant entrance to Old Town for all members of the community



The site rests at a highly connected node promoting a Multi-Modal transportation lifestyle



PEDESTRIAN:

- Bordered by “walking streets” – Madison, West & Wythe
- Walkable to 48,000 jobs

METRO / VRE:

- 250 feet from Braddock Metro
- 1 metro stop (<1mi) from VRE

BUS:

- 250 feet from Braddock Metro

BIKE:

- Immediate access to Potomac Yard Trail
- Dedicated bike lanes along Braddock Road

AUTO:

- Access to Route 1 and I-95



Very Walkable



Excellent Transit



Very Bikeable



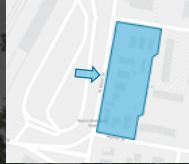
All images and materials are preliminary and subject to change

Existing Conditions



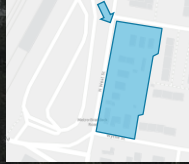
Existing Conditions

West St looking east



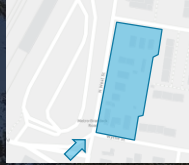
Existing Conditions

West St & Madison St
intersection looking south



Existing Conditions

West St and Wythe St
intersection looking north





Our Team



The Site

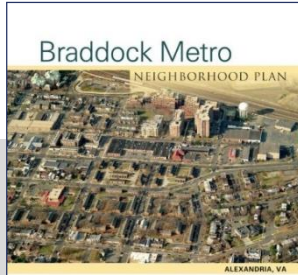


Vision

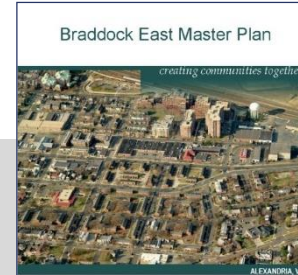


Next Steps

Our goal is to create a shared vision, building upon successful planning efforts



- **Create a sense of identity, vitality and diversity**
- **Provide safe walkable neighborhoods**
- **Establish a variety of community-serving open spaces**
- **Encourage community-serving retail and services**
- **Promote mixed-income housing**
- **Manage multi-modal transportation, parking and road infrastructure**
- **Achieve varying and transitional heights and scales**



- **Include a mix of housing affordability**
- **Provide appropriate transitions in scale and massing**
- **Design architecture to reflect neighborhood tradition**
- **Provide open spaces to meet the needs of the residents of the new mixed-income communities**
- **Create green edges along streets and integrate sustainable design features**
- **Contribute to walkable streets**
- **Incorporate underground parking**

An energizing mixed-use development here will be a valuable addition to the City

Development Objectives

- Generate purposeful community engagement and input throughout process
- Provide on-site affordable and/or workforce units
- Create engaging pedestrian-friendly streetscape
- Design architecturally unique building to serve as a gateway into Alexandria
- Extend retail energy towards Metro
- **Meet Community and City goals**



City planning documents offer clear guidance on overall development character

Land Uses - Residential, retail, office, or hotel. Retail that is primarily neighborhood-serving and pedestrian-friendly along West and Madison

Height - Final building heights will be evaluated through the DSUP process; An upper-level setback of the façade will be required where appropriate

Building Design - Consistent with the design principles in the Development Framework, which refers to the Urban Design Guidelines of the BMNP

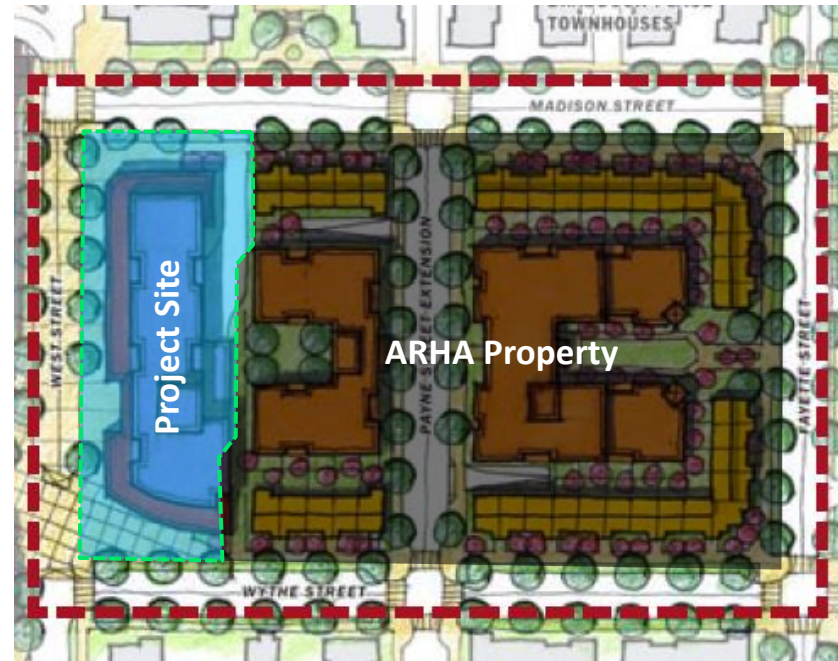
Open Space - Publicly accessible, ground level open space will be provided to meet the needs of residents in the new development

Street Grid - Loading and trash for retail uses should occur in an alley

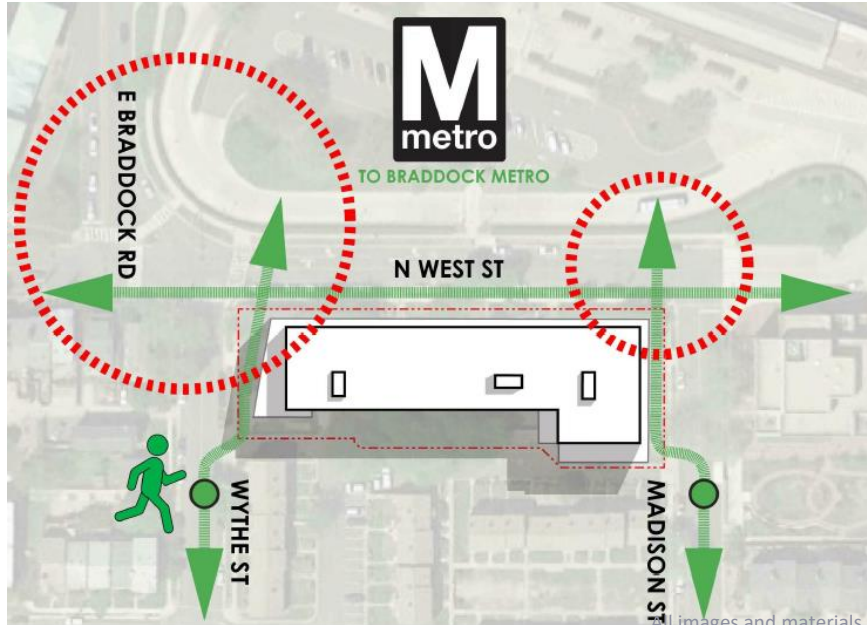
Pedestrian Connections – Enhance the pedestrian experience for residents, employees, and visitors to the neighborhood with appropriate streetscape, sidewalks, lighting, and intersection amenities

Parking - All parking shall be located below grade. Parking shall be provided in accordance with the parking standards of this Plan

Conceptual Land Plan - Braddock Metro Neighborhood Plan



Thoughtful open space will be designed to welcome active and passive community interaction

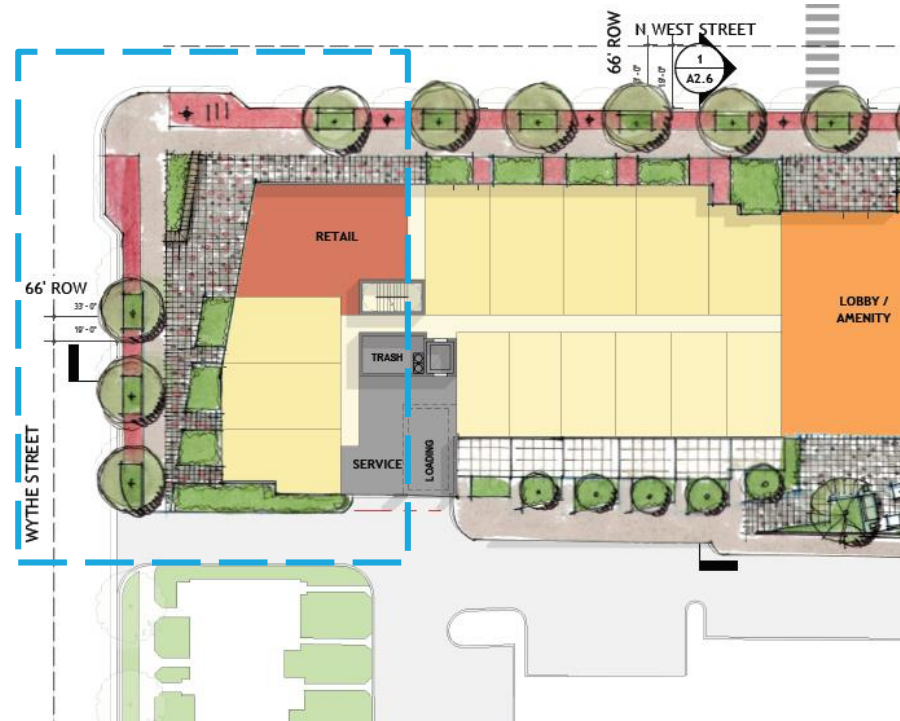


Conceptual Streetscape Improvements

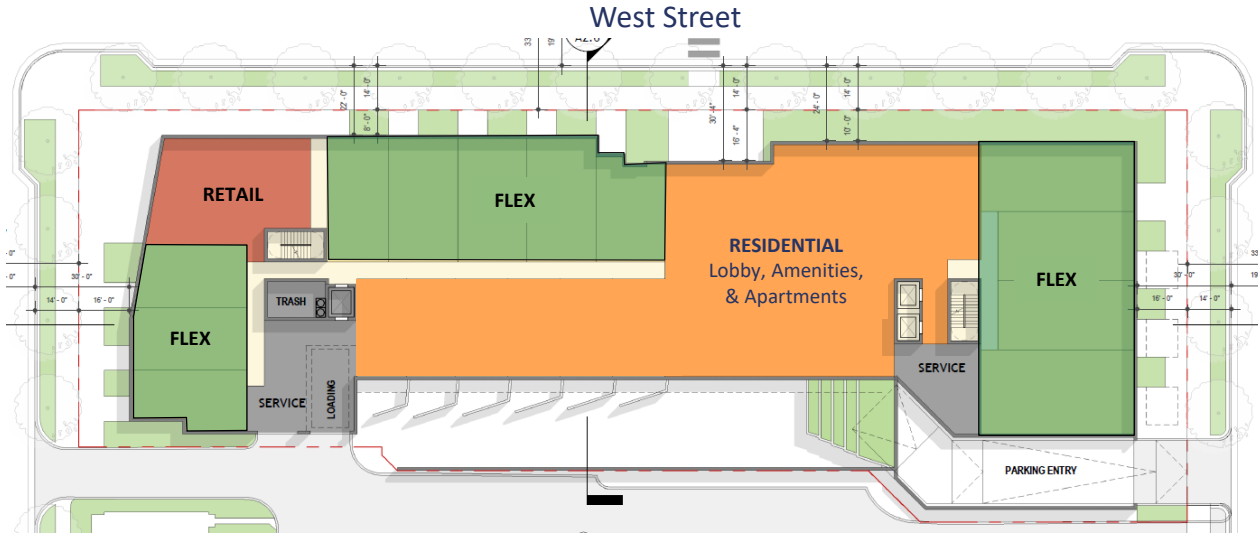


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The southwest retail plaza will serve as a gateway to the future retail square at the Metro site



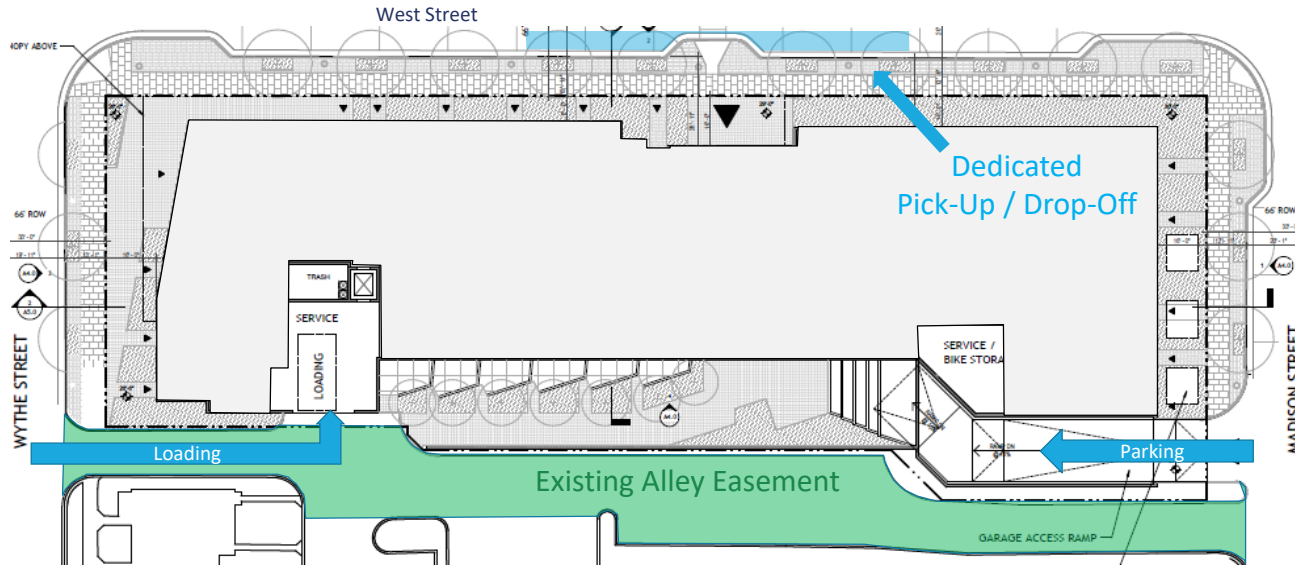
Braddock West will integrate diverse community members with quality neighborhood retailers



- Program will feature neighborhood serving retail at the SW corner of the site to activate the metro oriented pedestrian open space
- Additional Flex Space to promote future retail functionality

"Each new housing unit creates additional demand for approximately 10 sf of retail space." - BMNP p49
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Loading and parking are designed to minimize impact on vehicular and pedestrian traffic

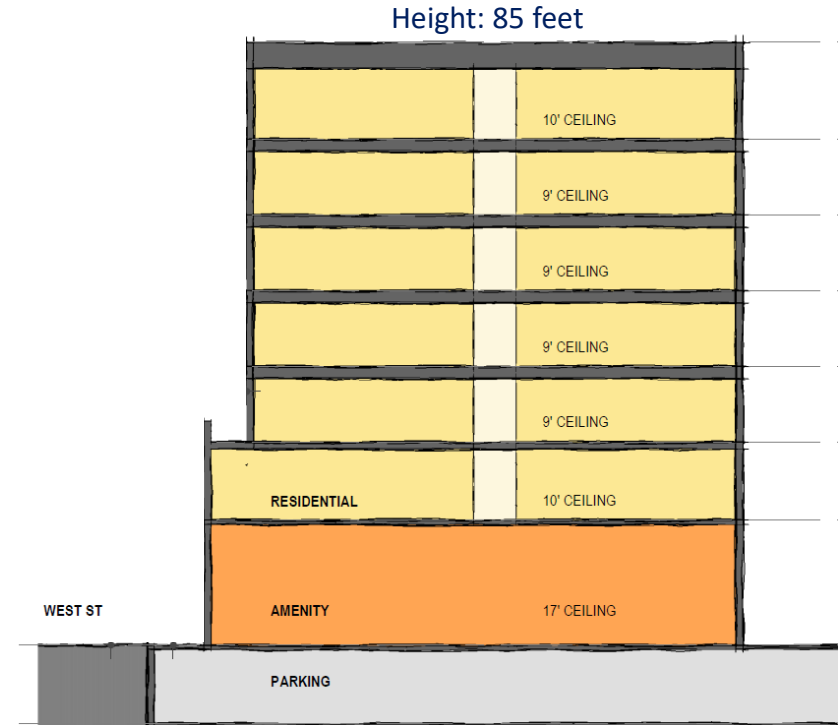
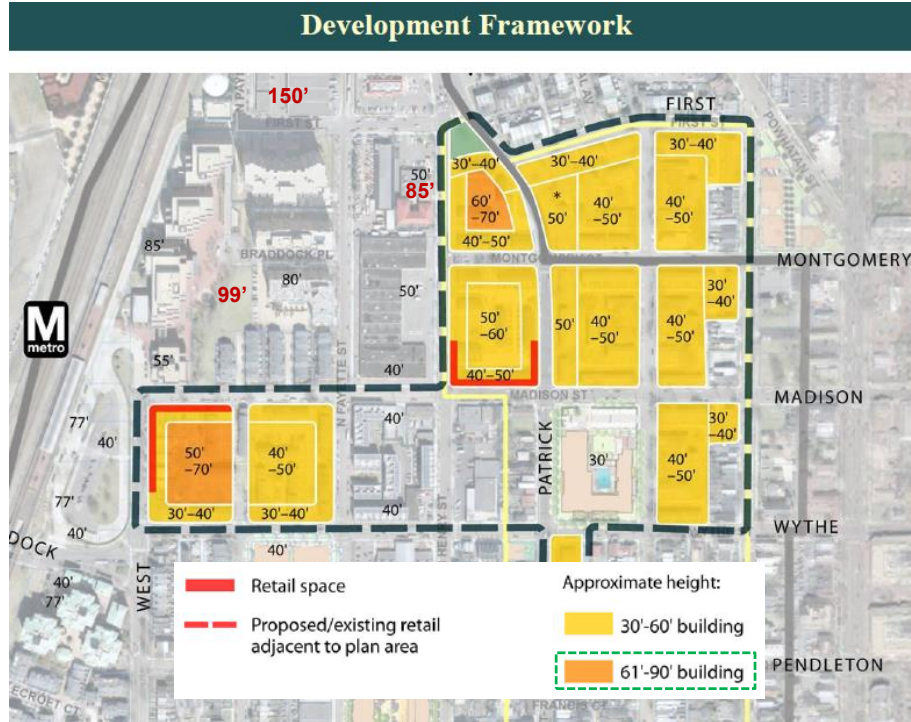


- Loading off the existing rear alley will minimize curb cuts to enhance the pedestrian experience
- Parking entrance off Madison St will avoid interfering with the heavy vehicular traffic on Wythe St and Madison St

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7-story building envisioned with marketable ceiling heights for both residential and retail spaces



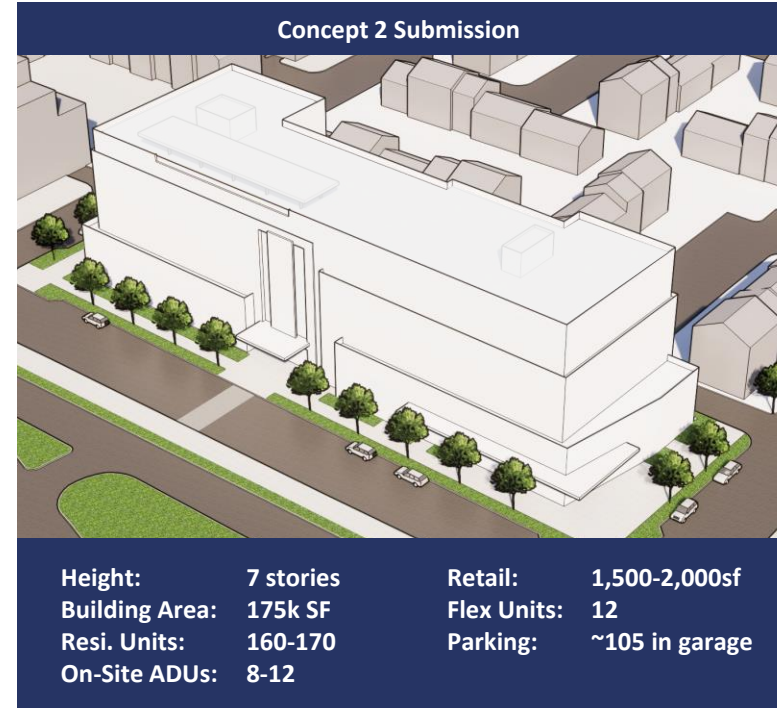
Section 7-703: Height may not be increased pursuant to this section by more than 25 feet beyond the height otherwise permitted

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Braddock West will serve as a prominent gateway to the neighborhood and Alexandria

Façade & Massing Design Objectives

- Distinctive architecture, yet respectful of the historic character of Alexandria
- Responds to the scale of existing adjacent buildings
- Complementary to future redevelopment of the WMATA and Andrew Adkins sites
- Thoughtfully-designed streetscape to enhance the pedestrian experience and provide a gathering spot
- Multiple façade volumes to resemble several smaller buildings developed over time
- High quality materials in high-visibility areas



Future redevelopment of adjacent blocks provide context for the proposed building's size and scale



Future redevelopment of adjacent blocks provide context for the proposed building's size and scale





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Two distinct volumes break up the long West Street façade to resemble cohesive smaller buildings



Tiered shouldering along Madison Street and Wythe Street in accordance with the Small Area Plan



Vertical screen element balances the two volumes and clarifies the building entry point



Plaza at corner of West Street and Wythe Street presents opportunity for community-serving retail







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Next Steps

Next Steps

- Meet with other key stakeholders throughout Alexandria community
- Submit Preliminary Site Plan Package

BRADDOCK WEST





Braddock Road

Feedback and Questions?

Connect with us at

www.braddockwest.com